

Main Street Advisory Board
Minutes – May 5, 2016

1. Call to Order – Chairman Bill O’Neal called the meeting to order at 5:00 p.m. Director Bill Loudermilk gave the invocation.

Roll: Chairman Bill O’Neal, Directors Bill Loudermilk, Kelly Hillis, Terre Walker, Joe Brownlee, Andrew Presswood and Trish Cossart.

Staff: Catherine Edgemon, Main Street Coordinator, and Trisha McMillan, recording clerk.

2. Guests/Speakers – none
3. Review meeting April 14, 2016 minutes – Director Walker motioned to approve the minutes for the meeting on April 14, 2016, and Director Loudermilk seconded the motion. The minutes were unanimously approved.
4. Review April 2016 financial reports – Ms. Edgemon reviewed the financials with members. Director Walker made a motion to approve the April 2016 financials, and Director Presswood seconded the motion. The financials were unanimously approved.
5. Old Business
 - a. Update on form-based codes and G. Courtney Hodges Boulevard in DDA district – At the last council meeting, the council voted to remove Gen. Courtney Hodges Boulevard from the downtown development district. District boundaries are being re-written.

Form based codes were tabled because the city manager was not at the meeting to answer some questions about it. The matter will be put on the next council agenda.

- b. Schedule FY17 budget hearing and update on proposed budget request
According to Ms. Edgemon, City Manager Gilmour has recommended \$17,800 for Main Street’s FY 17 allocation and compared some of the recommended amounts to the amounts requested by the board. The city manager did not recommend funding the \$20,000 for the two Welcome to Perry events but did say the board could present proposals for the events later in the year. Ms. Edgemon said she is pleased with the proposed budget. Main Street also had high praise from Community Affairs. Ms. Edgemon said the budget hearing for Main Street will be on Monday, May 23. Ms. Edgemon will prepare a PowerPoint presentation for Chairman O’Neal to present. Director Walker encouraged everyone to come to the hearing. Director Walker made a motion to accept the proposed budget for Perry Main Street from the administration, and Director Cossart seconded the motion. The proposed budget was unanimously approved.

6. New Business
 - a. Consider Promotion Committee vice chairman nomination – Chairman O’Neal
The Promotion Committee selected Samantha Arrington as vice-chairman of the committee. The Main Street Advisory Board authorized Chairman O’Neal to appoint Samantha Arrington as vice-chairman of the Promotion Committee.

7. Discuss work plan and accreditation status – Ms. Edgemon reviewed the work plan and accreditation status in light of the proposed budget. She said there is some money in the Economic Development Department for promotional items with the new Perry brand. Per Director Walker, merchants who would like to sell items with the Perry brand can purchase items online to sell. Chairman O’Neal said a website will have information on the Perry brand and how to use it.

Ms. Edgemon discussed Ms. Fischetti’s recommendations for downtown Perry and distributed a three page report of his findings. Mr. Fischetti is with the DCA’s Main Street Design Studio and toured downtown Perry on April 28.

8. Chairman Items – Chairman O’Neal gave members an update of the Buzzard Drop Committee, of which he is a member and now falls under the Leisure Services Department. According to Chairman O’Neal, they already have a top sponsor for the event and a band. He thinks the Buzzard Drop will be bigger and better this year.
9. Main Street Coordinator’s Report - Ms. Edgemon reviewed the report with members.
 - a. Update on Jaycees and 3rd Street park site plans – Ms. Edgemon took Mr. Fischetti to see the Jaycees property and the 3rd Street park site. Mr. Fischetti said that landscaping was needed at the 3rd street park to help form a buffer in front of the building behind the park. There are a lot of ideas being reviewed to redevelop the former Jaycees property right now.
10. Committee reports
 - a. Design Committee report - Committee Chairman Walker gave a report on the Design Committee. Ms. Walker, the new Sun Mark Bank, former Bank of America building, will have a pitched roof and brick façade. Dormers will be used to keep the style similar to the buildings in the area. The building is at the corner of Washington and Northside Drive.
 - b. Approve façade grants by Design Committee – none
 - c. Promotion Committee report – Committee Chairman Bill O’Neal gave a report on the last Promotion Committee meeting.
 - d. Approve media grants by Promotion Committee
Director Loudermilk made a motion to approve a media grant to the Perry Downtown Merchants Association for \$219.25 to advertise the June 3 progressive wine tasting event downtown. Director Presswood seconded the motion, and it was unanimously approved.
11. Update on Downtown Development Authority – According to Ms. Edgemon several priority projects were discussed at the last DDA meeting. They are listed below.
 - (1) Acquisition of the alleys – DDA is working to secure the donations of the alleys to the City. If the donations are made, improvements may be made to the alleys in the future.
 - (2) Particular blighted properties in the downtown – These properties include buildings without roofs that are targeted for redevelopment and locating a viable business in them.
 - (3) Jaycees building – The DDA would like to work with the City to redevelop the property. There is a park plan for the Goodroe property next door to it, so the redevelopment project should be compatible. The DDA is in the process of discussing ideas for this property. DDA approved hiring Mr. Fischetti to do some concept drawings once specific plans are made.

12. Certificates of Appropriateness issued – Ms. Edgemon reviewed the report with members.

13. Other

Director Loudermilk announced that Allison Hamsley has been hired as the executive director for the Convention & Visitors Bureau. She starts on June 1.

Mr. Loudermilk told members that a plan is needed for tree replacements in the downtown.

Mr. & Mrs. Loudermilk attended a Dixie Highway conference in Dalton, Georgia. Mr. Loudermilk said the Dixie Highway was a network of highways: he conveyed to members that there are a lot of people in Georgia that would like the Dixie Highway exploited for tourism and maybe become something like Route 66. He would like for the board to be mindful of this goal, and as the highway tourism efforts develop to get involved. Some people have already marked the area with signage.

Ms. Edgemon said that Mr. Fischetti is familiar with what is being done for the old Dixie Highway. She also talked to him about Ms. Peggie's property being a Dixie Highway landmark.

Director Presswood asked about the property across from Ms. Peggie's where the community sign is. He wanted to know if it will be redeveloped and landscaped. Per Director Walker, that will probably be done in the future.

Chairman O'Neal asked about the Georgia Grown 41 trail. Director Walker said it was still going on, but since the CVB director left there have been no updates.

Ms. Edgemon said she will be going to Vienna, Georgia, soon to training about historic cemeteries and their maintenance.

14. With no further business, Chairman O'Neal adjourned the meeting at 5:56 p.m.